

## **Guy Harvey Outpost to Open St. Pete Beach Resort**

### ***Third Location for Guy Harvey Outpost Resorts Program***

FORT LAUDERDALE, Fla. (February 16, 2012)— Guy Harvey Outpost Resorts and Marinas today announced plans for opening its third resort in St. Pete Beach, Florida, with the rebranding and renovation of the popular TradeWinds Sandpiper Suites to reflect the hospitality company's emphasis on marine conservation and outdoor pursuits. To be branded the Guy Harvey Outpost, a Tradewinds Resort, the 159 room beachfront resort represents the company's first Florida property, complementing its two projects in the Bahamas Out-Islands of Bimini and Rum Cay.

"The Tampa/St. Pete area is a perfect fit for our first ever Guy Harvey Outpost in the U.S.," remarked Guy Harvey in announcing plans for the conversion. "Not only does the Guy Harvey Ocean Foundation support a number of marine research organizations and conservation initiatives in the area, but there are a seemingly endless amount of outdoor activities in the Tampa Bay region to keep our Outpost guests busy."

"Florida has some 1,200 miles of beachfront but only one where the Gulf meets Tampa Bay. One great beach and two amazing bodies of water make for endless water sport activities and a great resort setting to use as your base camp," commented Mark Ellert, Outpost president. "Conde Nast Traveler magazine selected St. Pete Beach as one of the top six Florida resort destinations in its latest edition, so we're in good company with our decision to put a flag here."

Designated a "Blue Wave" beach by the national non-profit Clean Beaches Council, St. Pete Beach meets the council's highest criteria for water quality, cleanliness, safety, maintenance and conservation efforts. The Guy Harvey Outpost is situated at the center of St. Pete Beach.

In deciding to convert to a Guy Harvey Outpost, hotel manager TradeWinds Island Resorts intends to further its commitment to bringing conservation and recreation together. "The resort has been awarded the coveted 'Florida Green Lodge' designation for our ongoing conservation initiatives," notes Keith Overton, president of TradeWinds Island Resorts. The company will manage the Guy Harvey Outpost property in conjunction with its larger nearby resort, the Island Grand. "By teaming up with Guy and his Outpost hotel brand, we're boldly underscoring our company's commitment to his vision that the future of sustainable tourism sits at the intersection of conservation, education and recreation."

Water sports are virtually unlimited in the Tampa/St. Pete area, notes Captain Ned Stone, Outpost Programs Director. "You'll run out of time before you run out of things to do in the area." Ticking off the many water sport pursuits, Stone adds "there's world class offshore

and backcountry fishing, scuba diving on mysterious wrecks, dolphin encounters, a life-time of back country kayak and stand up paddle boarding, kiteboarding and surfing.”

### **About that Guy Harvey Outpost Resort – a TradeWinds Beach Resort**

The Guy Harvey Outpost –a TradeWinds Beach Resort sits on approximately five acres of St. Pete Beach beachfront. The resort has commenced work to incorporate Guy Harvey Outpost design elements , with lobby refurbishing anticipated to be complete by April 1 and guestrooms throughout the year. During 2013, a Guy Harvey themed retail and food and beverage emporium will be added.

Location:	6000 Gulf Boulevard, St. Pete Beach, FL 33706
Rooms:	159 Guestrooms and Suites
Food & Beverage:	Piper’s Patio Café, Perk’s Up Coffee Bar and Lobby Lounge, The Sand Bar
Meeting Space:	17,000 sq. ft.
Pools:	Two
Activities:	Offshore, Onshore and Backcountry Fishing, Scuba Diving, Wild Dolphin Encounters, Snorkeling and Shelling Excursions, On-site Surf School, Paddle boarding, Parasailing
Marina:	Transient slip rental in association with Loggerhead Marina, St. Petersburg
Reservation:	1-800-360-4016
Website:	<a href="http://www.GuyHarveyOutpostTampaBay.com">www.GuyHarveyOutpostTampaBay.com</a>

### **About Guy Harvey**

Guy Harvey is a unique blend of artist, scientist, diver, angler, conservationist and explorer. With a Ph.D. in Fisheries Biology, Dr. Harvey is one of the world’s most recognized and celebrated marine wildlife artists. His artwork is the foundation of Guy Harvey Inc, a major publishing, merchandising and licensing organization. Harvey is a vocal and active advocate for marine conservation, having established the Guy Harvey Research Institute at Nova Southeastern University of Fort Lauderdale, Florida to provide scientific information necessary for effective conservation and restoration of fish resources and biodiversity. He is a trustee of the prestigious International Game Fishing Association, and founder of the Guy Harvey Ocean Foundation, organized to support initiatives of the institute and other marine research, education and conservation organizations. He is Chairman and co-founder of Guy Harvey Outpost Resorts, emphasizing sustainable tourism, marine conservation and water sports recreation. [www.guyharvey.com](http://www.guyharvey.com)